56. The cell culture system of claim **55**, wherein the cell culture medium has an osmolality of 400 mOsm/kg or higher.

57. The cell culture system of any one of claims **54-56**, wherein the cell culture medium has an osmolality sufficient to produce a 20% reduction in total helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

58. The cell culture system of any one of claims **54-56**, wherein the cell culture medium has an osmolality sufficient to produce a 30% reduction in total helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

59. The cell culture system of any one of claims **54-56**, wherein the cell culture medium has an osmolality sufficient to produce a 40% reduction in total helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

60. The cell culture system of any one of claims **54-56**, wherein the cell culture medium has an osmolality sufficient to produce a 50% reduction in total helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

61. The cell culture system of any one of claims **54-56**, wherein the cell culture medium has an osmolality sufficient to produce at least a 50% increase in total rAAV production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

62. The cell culture system of any one of claims **54-56**, wherein the cell culture medium has an osmolality sufficient to produce at least a 100% increase in total rAAV production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

63. The cell culture system of any one of claims **54-56**, wherein the cell culture medium has an osmolality sufficient to produce at least a 150% increase in total rAAV production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

64. The cell culture system of any one of claims **54-56**, wherein the cell culture medium has an osmolality sufficient to produce at least a 200% increase in total rAAV production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

65. The cell culture system of any one of claims **54-64**, wherein at least one tonicifying agent is an ionic tonicifying agent.

66. T The cell culture system of any one of claims **54-64**, wherein at least one tonicifying agent is selected from the group comprising: NaCl, KCl, $NaNO_3$, Na_2SO_4, Na_2HPO_4, NaH_2PO_4, $NaNO_3$, KNO_3, K_2SO_4, K_2HPO_4, KH_2PO_4, and KNO_3.

67. The cell culture system of any one of claims **54-64**, wherein one tonicifying agent is NaCl.

68. The cell culture system of claim **67**, wherein the concentration of NaCl in the cell culture medium is 4.5 g/L or higher.

69. The cell culture system of claim **67**, wherein the concentration of NaCl in the cell culture medium is 6.5 g/L or higher.

70. The cell culture system of claim **67**, wherein the concentration of NaCl in the cell culture medium is 7 g/L or higher.

71. The cell culture system of claim **67**, wherein the concentration of NaCl in the cell culture medium is 7.5 g/L or higher.

72. The cell culture system of any one of claims **54-71**, wherein the cell culture medium contains an ionic tonicifying agent at a concentration sufficient to produce at least a 50% increase in total rAAV production and a 20% decrease in helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

73. The cell culture system of claim **72**, wherein the cell culture medium contains an ionic tonicifying agent at a concentration sufficient to produce at least a 100% increase in total rAAV production and a 30% decrease in helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

74. The cell culture system of claim **72**, wherein the cell culture medium contains an ionic tonicifying agent at a concentration sufficient to produce at least a 150% increase in total rAAV production and a 40% decrease in helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

75. The cell culture system of claim **72**, wherein the cell culture medium contains an ionic tonicifying agent at a concentration sufficient to produce at least a 200% increase in total rAAV production and a 50% decrease in helper virus production compared to a host cell incubated in a medium with an osmolality of 266 mOsm/kg.

76. The cell culture system of any one of claims **54-64**, wherein the tonicifying agent is a non-ionic tonicifying agent.

77. The cell culture system of claim **76**, wherein the tonicifying agent is a sugar.

78. Then cell culture system of claim **77**, wherein the tonicifying agent is a disaccharide.

79. Then cell culture system of claim **78**, wherein the tonicifying agent is selected from the group consisting of sucrose, fructose, glucose, galactose, mannose, maltose, and trehalose.

80. The cell culture system of claim **79**, wherein the tonicifying agent is sucrose.

81. The cell culture system of claim **80**, wherein the concentration of sucrose in the cell culture medium is 6.8 g/L or higher.

82. The cell culture system of claim **80**, wherein the concentration of sucrose in the cell culture medium is 13.7 g/L or higher.

83. The cell culture system of claim **80**, wherein the concentration of sucrose in the cell culture medium is 29.4 g/L or higher.

84. The cell culture system of claim **80**, wherein the concentration of sucrose in the cell culture medium is 41.1 g/L or higher.

85. The cell culture system of any one of claims **54-84**, wherein the cell culture medium is a serum-free cell culture medium.

86. The cell culture system of any one of claims **54-85**, wherein the cell culture medium is a protein-free cell culture medium.

87. The cell culture system of any one of claims **54-86**, wherein the cell culture medium is selected from the group consisting of MEM, DMEM, RPMI, Ham's F-12 medium, Leibovitz's L-15 medium, and mixtures thereof, said medium being supplemented with one or more tonicifying agents.